

Station	KSNV-TV LAS VEGAS, NV.	Agency	() CROSSROADS MEDIA	Rep Firm	
Advertiser	() .CROSSROADS GPS		66 CANAL CENTER PLAZA, SUITE 555	Sales Office	() PHILADELPHIA
Product	Crossroads GPS		ALEXANDRIA, VA 22314	Salesperson	() AMY MCCREARY
Estimate#	1119	Agency C/P1/P2/E	12/11/1119		
Buyer	Emily Milhoan	Flight Dates	10/13/2012 - 10/20/2012	Salesperson Phone#	215-568-6540
Phone#		Hiatus Weeks		Salesperson FAX#	215-568-1845
Fax#					

--- CONTRACT COMMENT ---

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	M	730P-8P	FACE TO FACE W/ JON RALSTON	:30	\$1,800.00	10/15-10/15	1	1	1	\$1,800.00	
	2	TU	730P-8P	FACE TO FACE W/ JON RALSTON	:30	\$1,800.00	10/16-10/16	1	1	1	\$1,800.00	
	3	W	730P-8P	FACE TO FACE W/ JON RALSTON	:30	\$1,800.00	10/17-10/17	1	1	1	\$1,800.00	
	4	TH	730P-8P	FACE TO FACE W/ JON RALSTON	:30	\$1,800.00	10/18-10/18	1	1	1	\$1,800.00	
	5	F	730P-8P	FACE TO FACE W/ JON RALSTON	:30	\$1,800.00	10/19-10/19	1	1	1	\$1,800.00	
	6	SA	7P-730P	WHEEL OF FORTUNE	:30	\$1,050.00	10/13-10/13	1	1	1	\$1,050.00	
	7	SA	7P-730P	WHEEL OF FORTUNE	:30	\$1,050.00	10/20-10/20	1	1	1	\$1,050.00	
	8	SU	4P-515P	FOOTBALL NIGHT IN AMERICA	:30	\$5,000.00	10/14-10/14	1	1	1	\$5,000.00	
	9	SA	5P-630P	KSNV EARLY NEWS	:30	\$1,350.00	10/13-10/13	1	1	1	\$1,350.00	
	10	SA	5P-630P	KSNV EARLY NEWS	:30	\$1,350.00	10/20-10/20	1	1	1	\$1,350.00	
	11	TU	9A-10A	TODAY SHOW II	:30	\$1,000.00	10/16-10/16	1	1	1	\$1,000.00	
	12	TH	9A-10A	TODAY SHOW II	:30	\$1,000.00	10/18-10/18	1	1	1	\$1,000.00	
	13	F	9A-10A	TODAY SHOW II	:30	\$1,000.00	10/19-10/19	1	1	1	\$1,000.00	
	14	TU	10A-11A	TODAY SHOW III	:30	\$600.00	10/16-10/16	1	1	1	\$600.00	

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66 CANAL CENTER PLAZA, SUITE 555
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 12/11/1119
Flight Dates 10/13/2012 - 10/20/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY

Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

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	15	W	10A-11A	TODAY SHOW III	:30	\$600.00	10/17-10/17	1	1	1	\$600.00	
	16	TH	10A-11A	TODAY SHOW III	:30	\$600.00	10/18-10/18	1	1	1	\$600.00	
	17	M	12P-1230P	NEWS 3 AT NOON	:30	\$1,000.00	10/15-10/15	1	1	1	\$1,000.00	
	18	TU	12P-1230P	NEWS 3 AT NOON	:30	\$1,000.00	10/16-10/16	1	1	1	\$1,000.00	
	19	F	12P-1230P	NEWS 3 AT NOON	:30	\$1,000.00	10/19-10/19	1	1	1	\$1,000.00	
	20	M	430A-5A	WAKE UP EARLY W/THE WAGNERS	:30	\$400.00	10/15-10/15	1	1	1	\$400.00	
	21	W	430A-5A	WAKE UP EARLY W/THE WAGNERS	:30	\$400.00	10/17-10/17	1	1	1	\$400.00	
	22	TH	430A-5A	WAKE UP EARLY W/THE WAGNERS	:30	\$400.00	10/18-10/18	1	1	1	\$400.00	
	23	TU	11A-12P	RACHEL RAY	:30	\$1,000.00	10/16-10/16	1	1	1	\$1,000.00	
	24	TH	11A-12P	RACHEL RAY	:30	\$1,000.00	10/18-10/18	1	1	1	\$1,000.00	
	25	F	11A-12P	RACHEL RAY	:30	\$1,000.00	10/19-10/19	1	1	1	\$1,000.00	
	26	TU	2P-3P	THE DOCTORS	:30	\$650.00	10/16-10/16	1	1	1	\$650.00	
	27	TH	2P-3P	THE DOCTORS	:30	\$650.00	10/18-10/18	1	1	1	\$650.00	
	28	F	2P-3P	THE DOCTORS	:30	\$650.00	10/19-10/19	1	1	1	\$650.00	
	29	TU	7P-730P	WHEEL OF FORTUNE	:30	\$3,400.00	10/16-10/16	1	1	1	\$3,400.00	
	30	W	7P-730P	WHEEL OF FORTUNE	:30	\$3,400.00	10/17-10/17	1	1	1	\$3,400.00	

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Salesperson () AMY MCCREARY

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Salesperson FAX# 215-568-1845

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	31	F	7P-730P	WHEEL OF FORTUNE	:30	\$3,400.00	10/19-10/19	1	1	1	\$3,400.00	
	32	TU	5A-6A	WAKE UP WITH THE WAGNERS	:30	\$1,200.00	10/16-10/16	1	1	1	\$1,200.00	
	33	TH	5A-6A	WAKE UP WITH THE WAGNERS	:30	\$1,200.00	10/18-10/18	1	1	1	\$1,200.00	
	34	F	5A-6A	WAKE UP WITH THE WAGNERS	:30	\$1,200.00	10/19-10/19	1	1	1	\$1,200.00	
	35	SU	930P-10P	JEP	:30	\$2,400.00	10/14-10/14	1	1	1	\$2,400.00	
	36	TU	3P-4P	DR. PHIL	:30	\$1,200.00	10/16-10/16	1	1	1	\$1,200.00	
	37	TH	3P-4P	DR. PHIL	:30	\$1,200.00	10/18-10/18	1	1	1	\$1,200.00	
	38	F	3P-4P	DR. PHIL	:30	\$1,200.00	10/19-10/19	1	1	1	\$1,200.00	
	39	M	4P-5P	NEWS 3 AT 4	:30	\$1,800.00	10/15-10/15	1	1	1	\$1,800.00	
	40	W	4P-5P	NEWS 3 AT 4	:30	\$1,800.00	10/17-10/17	1	1	1	\$1,800.00	
	41	TH	4P-5P	NEWS 3 AT 4	:30	\$1,800.00	10/18-10/18	1	1	1	\$1,800.00	
	42	SA	9A-930A	NEWS 3 TODAY/WKEND	:30	\$1,500.00	10/13-10/13	1	1	1	\$1,500.00	
	43	SA	9A-930A	NEWS 3 TODAY/WKEND	:30	\$1,500.00	10/20-10/20	1	1	1	\$1,500.00	
	44	M	1P-2P	DAYS OF OUR LIVES	:30	\$1,000.00	10/15-10/15	1	1	1	\$1,000.00	
	45	W	1P-2P	DAYS OF OUR LIVES	:30	\$1,000.00	10/17-10/17	1	1	1	\$1,000.00	
	46	TH	1P-2P	DAYS OF OUR LIVES	:30	\$1,000.00	10/18-10/18	1	1	1	\$1,000.00	
	47	M	1230P-1P	NEWS 4: THE AGENDA	:30	\$1,000.00	10/15-10/15	1	1	1	\$1,000.00	

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	48	TU	1230P-1P	NEWS 4: THE AGENDA	:30	\$1,000.00	10/16-10/16	1	1	1	\$1,000.00	
	49	F	1230P-1P	NEWS 4: THE AGENDA	:30	\$1,000.00	10/19-10/19	1	1	1	\$1,000.00	
	50	M	5P-630P	EARLY NEWS	:30	\$3,600.00	10/15-10/15	1	1	1	\$3,600.00	
	51	TU	5P-630P	EARLY NEWS	:30	\$3,600.00	10/16-10/16	1	1	1	\$3,600.00	
	52	W	5P-630P	EARLY NEWS	:30	\$3,600.00	10/17-10/17	1	1	1	\$3,600.00	
	53	SA	11P-1135P	NEWS 3 NIGHTSIDE	:30	\$2,800.00	10/20-10/20	1	1	1	\$2,800.00	
	54	SU	830P-930P	NEWS 3 LIVE (FOLLOWING NFL)	:30	\$3,600.00	10/14-10/14	1	1	1	\$3,600.00	
	55	M	7A-9A	TODAY SHOW	:30	\$3,800.00	10/15-10/15	1	1	1	\$3,800.00	
	56	W	7A-9A	TODAY SHOW	:30	\$3,800.00	10/17-10/17	1	1	1	\$3,800.00	
	57	TH	7A-9A	TODAY SHOW	:30	\$3,800.00	10/18-10/18	1	1	1	\$3,800.00	
	58	M	11P-1135P	NEWS 3 NIGHTSIDE	:30	\$2,800.00	10/15-10/15	1	1	1	\$2,800.00	
	59	W	11P-1135P	NEWS 3 NIGHTSIDE	:30	\$2,800.00	10/17-10/17	1	1	1	\$2,800.00	
	60	M	1135P-1235A	TONIGHT SHOW W/ JAY LENO	:30	\$2,000.00	10/15-10/15	1	1	1	\$2,000.00	
	61	W	1135P-1235A	TONIGHT SHOW W/ JAY LENO	:30	\$2,000.00	10/17-10/17	1	1	1	\$2,000.00	
	62	F	1135P-1235A	TONIGHT SHOW W/ JAY LENO	:30	\$2,000.00	10/19-10/19	1	1	1	\$2,000.00	

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	63	M	630P-7P	JEOPARDY	:30	\$3,400.00	10/15-10/15	1	1	1	\$3,400.00	
	64	TH	630P-7P	JEOPARDY	:30	\$3,400.00	10/18-10/18	1	1	1	\$3,400.00	
	65	F	630P-7P	JEOPARDY	:30	\$3,400.00	10/19-10/19	1	1	1	\$3,400.00	
	66	M	10P-11P	REVOLUTION N/A 10/22	:30	\$6,400.00	10/15-10/15	1	1	1	\$6,400.00	

---REPORT TOTALS---

Report Totals: 66 / \$123,750.00

---SALES MONTHLY TOTALS---

Oct 12: 66 / \$123,750.00
Sales Totals: 66 / \$123,750.00
Station Totals: 66 / \$123,750.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$375,000	CATV	0%	KBLR	0%	KINC	0%	KLAS	34%	KSNV	33%
		KTNV	11%	KTUD	2%	KVCW	1%	KVMY	8%	KVVU	11%
		XXXX	0%								

---COMPETITIVE COMMENTS---

EST SHARES

Books NOV12
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE